

**IN THE CLAIMS:**

Please cancel claims 1-29 and add the following new claims 30-53.

1-29. (Canceled)

30. (New) An information signal embodied on a computer readable medium, the information signal comprising:

electronic content; and

control information for controlling at least one predefined use of the electronic content;

wherein the control information is a substantially invisible and substantially indelible part of the information signal.

31. (New) An information signal as in claim 30, in which the control information comprises an indication of whether the electronic content may be copied.

32. (New) An information signal as in claim 30, in which the control information comprises an indication of a number of times the electronic content may be used on a given appliance.

33. (New) An information signal as in claim 30, in which the control information comprises an indication that the electronic content may be copied only to appliances that are capable of enforcing the control information.

34. (New) An information signal as in claim 30, in which the control information comprises an expiration date after which the electronic content cannot be used.

35. (New) An information signal as in claim 30, in which the control information is intertwined with the electronic content.

36. (New) An information signal as in claim 30, in which the at least one predefined use is selected from the group consisting of: copying the information signal from one

electronic device to another, converting the information signal to analog form, converting the information signal to digital form, and rendering the information signal.

37. (New) An information signal as in claim 30, wherein the computer readable medium is one of: a DVD, a video cassette tape, a magnetic disk, an optical disk, and a network.

38. (New) A rights management method comprising the steps of:

(a) receiving an information signal at a first device, the information signal comprising a content portion and steganographically encoded control information, the control information comprising an indication of whether at least part of the content portion may be copied;

(b) steganographically decoding the received information signal to recover the control information;

(c) using the control information to determine whether at least part of the information signal may be copied to a second device; and

(d) copying at least part of the information signal to the second device if permitted by the control information.

39. (New) A method as in claim 38, in which the control information further comprises an indication of a number of times the content may be rendered by a given device.

40. (New) A method as in claim 38, in which the control information further comprises an indication that the content may be copied only to appliances that are capable of enforcing the control information.

41. (New) A method as in claim 38, in which the control information comprises an expiration date after which the content cannot be used.

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42. (New) A method as in claim 38, in which the control information is intertwined with the content portion of the information signal.

43. (New) A method comprising:

steganographically decoding an information signal to recover first control information;

performing at least one governed operation on the information signal based at least in part on the recovered first control information;

modifying, at least in part, the first control information to obtain second control information; and

steganographically encoding the second control information into the information signal.

44. (New) A method as in claim 43, further comprising:

removing, at least in part, the first control information from the information signal.

45. (New) A method as in claim 44, in which the removing step is performed before the steganographically encoding step.

46. (New) A method as in claim 43, in which the control information comprises an indication of whether at least a portion of the information signal may be copied.

47. (New) A method as in claim 43, in which the control information comprises an indication of the number of times the information signal may be copied.

48. (New) A method comprising the steps of:

(a) receiving a digital information signal, the digital information signal including control information steganographically encoded therein;

(b) recovering the control information from the digital information signal;

(c) using the control information to govern at least one use of at least part of the digital information signal;

(d) rendering at least part of the digital information signal through an analog output;

(e) recording the rendered information signal on a computer readable medium;

(f) recovering the control information from the recorded information signal; and

(g) using the control information to govern at least one use of the recorded information signal.

49. (New) A method as in claim 48, in which the control information comprises an indication of whether at least a portion of the information signal may be copied.

50. (New) A method as in claim 48, in which the control information comprises an indication of whether at least a portion of the information signal may be rendered on an audio or video output.

51. (New) A method as in claim 50, in which step (c) comprises determining, based at least in part on the control information, that the information signal may be rendered on an audio output, and in which step (g) comprises determining, based at least in part on the control information, that the information signal may not be rendered on an audio output.

52. A method as in claim 48, in which the analog output comprises at least one of: a printer, a computer monitor, a television, and a speaker.

53. A rights management method comprising:

receiving an information signal at a first device, the information signal including content and steganographically encoded control information;

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steganographically decoding the information signal to recover the control information;

using the control information to govern at least one rendering of the content, including degrading the quality of the content.

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